



City News

Moving Fremont Forward

FALL 2012 | ISSUE 58

Like never before, Fremont is poised to capitalize on market forces and new investment in facilities such as BART. The City has dedicated significant resources in two catalytic projects that could reshape and redefine Fremont—Warm Springs/South Fremont as a regional mixed-use jobs center and Downtown as a lively and important community gathering space.



Spotlight on Downtown Fremont

Envision a sustainable, pedestrian-friendly public area that has street-level commercial, retail, and civic uses as well as public open spaces. Downtown Fremont will stimulate economic activity and entice high-quality, high-intensity, development to the district—finally providing Fremont with a unifying focal point.

Downtown, bounded by Mowry Avenue, Fremont Boulevard, Walnut Avenue, and Paseo Padre Parkway, will take advantage of the close proximity and connections to the Fremont BART Station. The building development patterns will change character from today's low-density, suburban development with surface parking lots facing the street to a mid-density, transit-oriented development butting up to streets and sidewalks.

Current Downtown Activity

Downtown is already attracting private investment with the following projects:

- **Urban Housing** – A 300-unit mixed-use project under construction.
- **Whole Foods** – Proposed 40,000 square feet at Mowry Avenue and Paseo Padre Parkway. Construction to begin in the fall.
- **Sunflower Farmers Market** – Opened in May on Mowry Avenue.
- **Two private mixed-use projects** in discussion.

Adoption of the Downtown Plan by the City Council is expected in September. The City is working with TMG Partners on the first phase of improvements to include Capitol Avenue and additional mixed-use development.

Go to Fremont.gov/Downtown for more information or to sign up for notifications.

In this Issue



Strengthening the City's Budget

2 – 3



Warm Springs/South Fremont

4

Correction: In the Summer 2012 issue of City News, we incorrectly stated that the Fremont Automall is the most successful in the state. After reviewing sales tax data, we can say it is one of the most successful in the state. We regret this misstatement. Sales tax is the second largest source of revenue to fund City services. Did you know that every time you purchase an item in Fremont, the City receives one percent (1%) of the 8.75% sales tax that is collected (the State and other local agencies receive the other 7.75%)? Although this percentage may seem small, sales tax revenue quickly adds up. Shop Fremont! Whether large or small, all purchases contribute to the quality of life Fremont residents enjoy.

Strengthening the City's Budget



The City of Fremont has proactively taken many steps to ensure financial stability amidst the longest, deepest recession since the Great Depression. To address budget shortfalls in recent years, the City has reduced staff positions, negotiated employee salary and benefit reductions, and found more effective ways to deliver services. In October 2011, the City Council approved the Fiscal Sustainability Action Plan, which identified opportunities to further reduce ongoing costs and enhance revenue opportunities while maintaining service levels to the community. Achieving financial sustainability is a concerted effort the City Council and City staff are addressing through a multi-pronged approach highlighted in the examples below.

Compensation Reductions

- Provide lower retirement (CalPERS) and retiree medical plans for future City employees
- Across the board compensation decreases achieved through salary reductions and additional retirement contributions

[Savings: Up to \$10.7 million]

Consideration of Service Delivery Model Changes

- Outsource park maintenance and landscaping to private sector in a two-phase approach
- Exploring the consolidation of police dispatch with Newark and Union City
- Consolidate Fremont Police Department and Fremont Fire Department dispatch services
- Contracted with an auto parts company to run the City's Vehicle Maintenance Parts Room

[Savings: Up to \$21.9 million]

Expenditure Controls and Changes

- Implemented new Police patrol schedule that will reduce overtime
- Converted two Public Safety positions to lower-cost professional civilian positions
- Develop an Information Technology strategic plan to guide the City's technology investments*
- Consolidate the Police Department IT division with Citywide IT to reduce staffing

[Savings: Up to \$702,000 *Savings to be determined]

Revenue Increases

- Developed a "pay to stay" program for the Police Detention Center that allows certain prisoners the opportunity to pay a fee to serve time in Fremont instead of the County jail facility
- Conduct a cost allocation / fee study to revise the City's Master Fee Schedule*
- Consider future revenue measures*

[Savings: Up to \$100,000 *Savings to be determined]



City of Fremont

The City Council meets the first, second, and third Tuesday of each month at 7 p.m. in the City Council Chambers, 3300 Capitol Ave.

Meetings are broadcast over Cable TV Channel 27 or webcast online at Fremont.gov/Webcasts.

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Where Does Your Property Tax Dollar Go?

State:

28¢

Schools:

23¢

County:

20¢

Special
Districts:

12¢

Library:

2¢

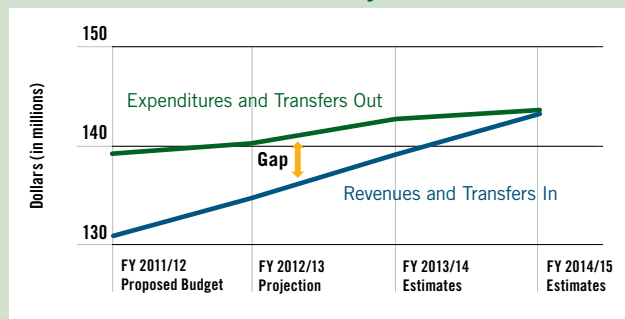
City of
Fremont:

15¢

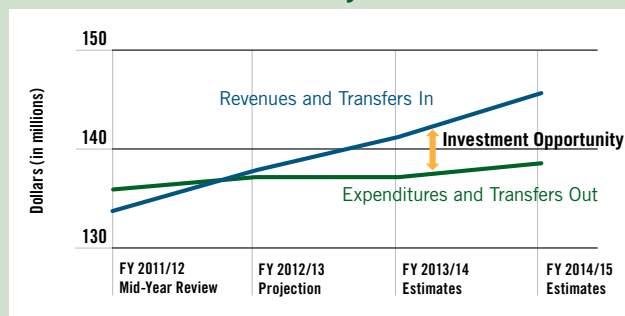


Expenditures and Revenues*

Before Our Fiscal Sustainability Efforts



After Our Fiscal Sustainability Efforts



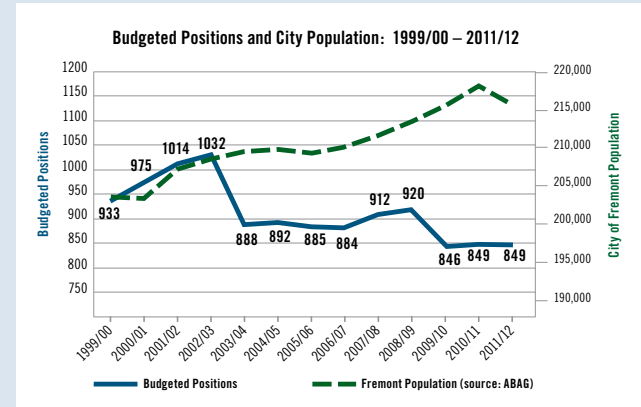
*Throughout the process the Council has made keeping solid reserves a priority.

Ways to Move Fremont Forward

The City of Fremont is on a path toward a sustainable future and a budget that will preserve sustainable levels of its reserves; however, there is still more work to be completed. There continue to be unmet needs the City must address once the budget stabilizes by bringing expenditures in line with ongoing revenues. The City will need to find additional funding sources to meet these critical unmet needs.

Important Investments that Need Funding

- Improving the maintenance of our capital assets, such as community centers and parks
- Improving the condition of our streets
- Opening Fire Station No. 11 in the Industrial area
- Add 7 to 10 Police Officers
- Prefunding retiree medical obligations



Moving Fremont Forward

City's Next Steps for Warm Springs / South Fremont Area

In June, an advisory panel of experts from the Urban Land Institute (ULI), an international nonprofit education and research institute, visited Fremont to analyze the Warm Springs/South Fremont area as a 21st Century Workplace. This was a tremendous opportunity for the City to work closely with a public/private team representing the full spectrum of land use and real estate development disciplines. The Panel's recommendations, which can be found at www.Fremont.gov/ULI, are being incorporated into the Warm Springs Community Plan. The Plan is expected to be complete in spring 2013. The City's next steps for this area include the following:

- Seek opportunities to develop the necessary infrastructure, including an iconic pedestrian bridge and other public realm enhancements, to spur development of innovative employment uses in Warm Springs as the economy and real estate market improve.
- Advance Fremont's Emerging Technology Strategy by creating opportunities to attract industries such as clean technology and biotechnology.
- Leverage the presence of Tesla as a showcase for advanced manufacturing and electric vehicle technology to attract other similar businesses to Fremont and to the United States.
- Pursue partnership opportunities with key land owners to ensure that development of these properties maximizes the potential for a 21st Century Workplace.
- Cluster employment uses close to the Warm Springs BART station and leverage this transit oriented development (TOD) as the only Silicon Valley station currently connected to a major employment center.

Residential Customer

Think FremontCalifornia

Building Tomorrow's Employment-Focused Transit Oriented
Development Today



850 Acres are Poised to Become a Major Mixed-Use Innovation Employment Center



In 2015, BART will Connect Fremont to the rest of Silicon Valley



An Established Center for Emerging Technology and Advanced Manufacturing



Combining World Class Design and a Quality Public Realm for a 21st Century Workplace

Fremont.gov/WarmSprings